

Taylor Anderson



"I typically choose to send money so the people on the ground can decide how best to use it."

AGE 28

OCCUPATION Product Manager

YEARS WORKED 2

LOCATION California

ARCHETYPE Quick Learner

CATEGORY Provider

Bio

Taylor is a 28 year old product manager that works at Snapchat. They live with their partner and two dogs in Venice, California. They get their knowledge of current events through Facebook as well as various media outlets (CNN, CBS, etc.). They opted to donate percentage of their salary to Red Cross annually in their companies, until they found out that the Red Cross takes large amounts of money for administrative costs. They believe in the importance of philanthropy and civic engagement, and are especially concerned about animal rights and refugees and victims of conflict.

Needs

The first priority for Taylor is to know that the organization they donate to is reliable and trustworthy. They need to make sure that their donations are actually valuable for those in need, instead of benefiting some "CEOs or swindlers". They think by donating they are doing good for others, which makes them feel better about themselves. When donating physical goods, they first look for information about the organization logistics, including donation locations, hours and contact. They need the donation process to be convenient and transparent.

Wants

When donating physical goods, they want to know what people in need are actually looking for. They want to donate things to places within the walking distance. Since they donate at all times and via various venues, they want to be easier to make follow-up donations. They also want to receive proof to see how their donations have made an impact.

Constraints

For emergencies that happen far from their location, they usually choose to donate money as they believe it will be most efficient. They often donate physical goods around their cleaning schedules. Sometimes, they think it's too physically taxing to lift things, put in cars and take to the donation center. However, when given a list of specific items to donate, they would be more willing to search for items in their storage to see if they have any matched items. They only feel comfortable donating to charities that their families, friends, or coworkers think are credible. They also have a busy work schedule.

Taylor at a glance



Philanthropic and
Civic Engagement



Convenience is
necessary



Requires transparency
and reliability



Works a tight
schedule

Marie Weaver



“Helping others has been a lifelong endeavor of mine”

AGE 55

OCCUPATION Retired Firefighter

YEARS WORKED 15

LOCATION Greece

ARCHETYPE Selfless

CATEGORY Receiver

Bio

Marie is a 55 year old retired firefighter working for the Refugee Support. She is currently working in Syrian refugee camps in Greece. She has been working for Refugee Support for 15 years, and loves her work. She is the manager of the camp she works at, which means that she coordinates volunteers to complete tasks, run activities, and is responsible for the overall care of refugees. She has always been informed about the world around her, and has always wanted to make a difference when tragedy arose.

Needs

Marie needs to be able to soothe and provide relief to the refugees. She needs to provide the emotional support that is crucial for refugees that have undergone serious trauma. Therefore, she can't make her personal stress, that comes from managing the camp, apparent to the refugees. She needs a positive team that can help her manage the camp in the most supportive way possible. Currently, she is preparing the camp for the winter, so she needs to have around 400 coats to distribute. She is also planning a Christmas event for which she needs children's toys.

Wants

Marie wants to make sure that the needs of the refugees at her camp are taken care of. To ensure this, she needs donations that are of good quality, and can be put to good use. She wants a way to communicate to her donors, so their contributions meet these requirements. She also wants to expand the donor base of the organization by inspiring others to either volunteer their time at camps or donate goods, which requires educating people about the refugee crisis. She also wants equitable distribution of goods to the refugees so that no one individual is better off than anyone else at her camp.

Constraints

Marie's camp is usually understaffed thus, she is very busy coordinating and working with both refugees and her colleagues. She also has a very limited budget, and cannot pay for advertising. She is in a remote area of Greece, which has limited access to the internet. She also has difficulty communicating with refugees because she can only speak English.

Marie at a glance



Selfless and caring



Avoids stressful situations



Trying to build awareness about crisis



Limited access to the internet

Sam Parker



“Work hard to make your dreams come true”

AGE 21

OCCUPATION Body Shop Tech

YEARS WORKED 3

LOCATION Pennsylvania

ARCHETYPE The Dreamer

CATEGORY User

Hardworking

Diligent

Active

Intelligent

Bio

Sam grew up in Lancaster, PA in a blue-collar neighborhood. He's had a strong interest in cars and technology since he was a child and after graduating high school he began an apprenticeship as a Body Shop Technician. Sam has high aspirations and wants to one day work in the pit crew for a NASCAR team. He has been looking for side gigs to pay for college in the future and has been an Uber driver for the past 4 months. He has also been studying cryptocurrencies hoping to find the next Bitcoin.

Needs

- To save money wherever possible.
- To learn to adapt to new technologies to make himself as marketable as possible.

Wants

- To maintain a social connection with friends online.
- To look out for opportunities that help him save more while also allowing him to enjoy various fun activities.

Constraints

- Sam is color-blind due to the fact that his mother is also color-blind (sex-linked disorder).
- He also sufferings from trembling/shaking because he used to play football in high school (high-impact sport).

How He Uses Technology

- Uses technology on a daily basis not only for social media and casual browsing of the web, but also for his work as a body technician when inputting customer data.
- He grew up using various technologies such as iPods, iPads, iPhones, Macbooks, and now the Apple Watch - which he finds super convenient to use especially while on the job.

His Personality Traits



Always looking for a new hustle



Active social life with very diverse friends



Coupon crazy



“You get what you work for” mentality

Lauren Kim



“My two little kids are my pride and joy”

AGE 51

OCCUPATION CMO

YEARS WORKED 14

LOCATION New York

ARCHETYPE The Leader

CATEGORY User

Rigid

Orderly

Organized

Practical

Bio

Lauren has been on the marketing team at Comcast for the past 14 years and got her degree from NYU. She has one son and one daughter who she doesn't see too often because of her busy schedule. Lauren is reaching an age where she has started to think about retirement and looks forward to seeing her kids more often. The big family vacations are events that she looks forward to and tries to make them provide great quality time with her family.

Needs

- A good work life balance with at least 7 hours of sleep.
- To meet important deadlines about every 2 weeks for the marketing team.

Wants

- To spend more quality time with her children.
- To de-stress a little bit and take more time to pursue her hobbies like reading and painting.

Constraints

- Lauren has some vision problems in her age so without her glasses she has trouble reading small text and seeing things from far away.

How She Uses Technology

- Is uncomfortable using new software and applications, so she often sticks to legacy systems even at the cost of efficiency.
- She also has a bit of trouble navigating the web when it comes to important actions like purchasing items off of eCommerce sites, she typically asks for her son's help or calls customer support when she needs help.

Her Personality Traits



Enjoys the high life



Is aware of what's going on in the world



Would do anything for her kids



Has a hard time adapting to new things